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OCT 26 2004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

U.S. Serial No. 09/533,842

Applicants: Michael H. Ficco

Filed: 3/23/2000

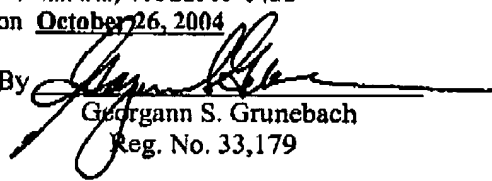
TC/AU: 2611

Examiner: Andrew Koenig

Docket No.: PD-990219

) I hereby certify that this paper (and/or fee) is
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) addressed to: Mail Stop AF
) Commissioner for Patents
) P.O. Box 1450
) Alexandria, VA 22313-1450
) on October 26, 2004

By


Georgann S. Grunebach
Reg. No. 33,179

CUSTOMER NO. 020991

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO THE OFFICE ACTION DATED AUGUST 26, 2004

Dear Sir:

Please enter the following amendments and consider the following remarks.

The Status of the Claims is reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 7 of this paper.

OCT 26 2004

FAX COVER SHEET



Attention: Examiner: Andrew Y. Koenig

Supervisory Examiner: Christopher Grant

UNITED STATES PATENT AND TRADEMARK OFFICE

Fax: (703) 872-9306

Examiner: Andrew Y. Koenig

Phone (703) 306-0399

Supervisory Examiner: Christopher Grant

Alt: (703) 305-4755

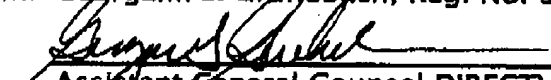
Pages: Cover + 1+8 =10

Date: October 26, 2004

Certificate of Transmission

From: Georgann S. Grunebach, Reg. No. 33,179

Fax: (310) 964-0941


Assistant General Counsel DIRECTV

Phone (310) 964-4615

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Commissioner for Patents:

Please see attached documents RE: 09/533,842.

- > Amendment After Final Transmittal
- > Amendment Response to PTO Communication of 8/26/2004

PLEASE ACKNOWLEDGE RECEIPT OF THIS TRANSMISSION

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OCT 26 2004

PATENT
Docket No. PD-990219
CUSTOMER NO.: 020991

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Michael Ficco

Serial No. 09/533,842

Filed: March 23, 2000

For: BROADCAST ADVERTISEMENT ADAPTING METHOD
AND APPARATUS

Date: October 26, 2004

Group Art Unit: 2611

Examiner: Koenig, Andrew Y.

TRANSMITTAL LETTER FOR AMENDMENT AFTER FINAL

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir: Transmitted herewith is an amendment in the above-identified application.

____ Applicant petitions for an extension of time for () to respond to the Office Action dated August 26, 2004. If an additional extension of time is required, please consider this a petition therefor.

____ An extension for _____ months(s) has already been secured; the fee paid therefor of _____ Fee \$ _____
is deducted from the total fee due for the total months of extension now requested. \$ _____
Extension fee due with this request \$ _____

X Applicant believes that no extension of time is required to respond to the Office Action dated August 26, 2004. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition for extension of time.

X No additional fee for claims is required.

____ The fee for claims has been calculated as shown below:

CLAIMS AS AMENDED									
CLAIMS REMAINING AFTER AMENDMENT			HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE		ADDITIONAL FEE
TOTAL CLAIMS	38	minus	39*	=	0	x	\$ 18.00	\$	-0-
INDEPENDENT CLAIMS	2	minus	3**	=	0	x	\$ 88.00	\$	-0-
MULTIPLE DEPENDENT CLAIMS					0	+	\$ 300.00	\$	-0-
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:									\$ -0-

Charge \$-0- to Deposit Account No. 50-0383 of Hughes Electronics Corporation, El Segundo, California. Please charge any additional fees for claims or credit overpayment to Deposit Account No. 50-0383. If any additional extension fee is required, please charge to Deposit Account No. 50-0383.

Respectfully submitted,

Georgann S. Grunebach
Georgann S. Grunebach, Registration No. 33,179
Attorney for Applicant

Certification of Facsimile Transmission UNDER 37 CFR 1.8

I hereby certify that the correspondence identified above is being facsimile transmitted to (703) 872-9306 (Centralized Facsimile Number), addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on October 26, 2004.

The DIRECTV Group, Inc.
Patent Docket Administration
Bldg. R11, M/S A109
PO Box 956
El Segundo, CA 90245-0956
Telephone: 310/884-4815
Date: October 26, 2004

Georgann S. Grunebach
Georgann S. Grunebach, Reg. No.: 33,179
Attorney for Applicant(s)

October 26, 2004
Date

* If less than 20, insert 20
** If less than 3, insert 3